

COMPUTER SPECIALTY DEALER APPLICATION CHECKLIST

\_\_\_\_\_  
DEALER PROFILE

(Blue form) please complete front & back and return

\_\_\_\_\_  
CREDIT APPLICATION/FINANCIAL PROFILE

(Gold form) please complete pgs. 1-4, sign and return

\_\_\_\_\_  
SECURITY AGREEMENT

(Orange form) read carefully, complete, sign and return

\_\_\_\_\_  
PERSONAL CREDIT INFORMATION APPLICATION

(Green form) read carefully, complete, sign and return

\_\_\_\_\_  
CURRENT FINANCIALS

(YOUR OWN DOCUMENT)

\_\_\_\_\_  
ATARI COMPUTER SERVICE CENTER APPLICATIONS

(White form) read carefully, complete, sign and return

\_\_\_\_\_  
SERVICE AGREEMENT AND APPOINTMENT

(White form) read carefully, complete, sign and return BOTH copies

\_\_\_\_\_  
INITIAL SERVICE KIT/PARTS ORDER \*\*

(YOUR OWN DOCUMENT) use your company purchase order. Items on this purchase order do not apply to the initial product order requirements.

\_\_\_\_\_  
INITIAL PRODUCT ORDER

(YOUR OWN DOCUMENT) use your company purchase order. Your initial order (including hardware and software products) must meet or exceed \$3,000.00. Service parts and kits do not apply to this \$3,000.00 amount. Submit your signed order with your check for payment in full.

\_\_\_\_\_  
STORE FRONT AND SERVICE CENTER PHOTOS

Please submit with your completed Atari Computer Service Center Application

\*\* Note: While in-warranty repairs are covered by the over-the-counter-exchange program, this kit must be purchased to cover repairs which may become necessary after the expiration of the product warranty.

Please return kit to:

Atari Corp.  
1196 Borregas Avenue  
Sunnyvale, CA 94088

Attn: Janet Thomas



# DEALER PROFILE

## COMPANY INFORMATION

Name \_\_\_\_\_ Rep. No. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

| Contact | Title | Telephone |
|---------|-------|-----------|
| _____   | _____ | _____     |
| _____   | _____ | _____     |
| _____   | _____ | _____     |
| _____   | _____ | _____     |
| _____   | _____ | _____     |

Number of Locations \_\_\_\_\_ . Please list additional locations on separate page.

Annual Sales Volume \_\_\_\_\_

Description of Business \_\_\_\_\_  
(i. e., computer store, consumer electronics, software only, etc.)

Product Lines Carried \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## SERVICE

Service Center in House? ☐ Yes ☐ No

Handle Service/Repair Parts? ☐ Yes ☐ No

Service Manager Name \_\_\_\_\_ Telephone \_\_\_\_\_

## TARGETED CUSTOMERS

☐ Business ☐ Home ☐ Education ☐ Value Added ☐ Vertical Markets



## DEALER PROFILE

### SALES

Number of Full Time Sales People: Inside \_\_\_\_\_ Outside \_\_\_\_\_

### EDUCATIONAL SALES

Do you sell to schools or other institutions? ☐ Yes ☐ No

Do you sell to and support education dealers? ☐ Yes ☐ No How many? \_\_\_\_\_

Who is the person responsible for education sales?

Name \_\_\_\_\_ Title \_\_\_\_\_ Telephone \_\_\_\_\_

### ADVERTISING

What are the advertising plans for 1987? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Who is responsible for advertising/promotion at your company?

Name \_\_\_\_\_ Title \_\_\_\_\_ Telephone \_\_\_\_\_

What are your advertising policies? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### PROMOTIONS

What events are planned for 1987? (i.e., dealer shows, consumer shows, etc.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Who is responsible for coordinating promotions?

Name \_\_\_\_\_ Title \_\_\_\_\_ Telephone \_\_\_\_\_

### FINANCING





# ATARI CREDIT APPLICATION SALES / FINANCIAL PROFILE OPEN ACCOUNT APPLICATION

*Business in operation less than one (1) year, use Personal Credit Information Application*

|                 |  |
|-----------------|--|
| FIRM NAME       | TELEPHONE<br>(        )<br>area code                     |
| BILL TO ADDRESS | DBA  |
|                 | SHIP TO ADDRESS (if more than one attach separate sheet) |
|                 |  |

|                              |  |
|------------------------------|--|
| NAMES AND TITLES OF OFFICERS | TYPE OF BUSINESS<br>(corporation, partnership, division, subsidiary, proprietorship) |
|                              |  |
|                              |  |
|                              | PARENT COMPANY (if any)  |
|                              |  |

|  |                       |
|--|-----------------------|
| TYPE OF OPERATION<br>(discount, specialty, department, audio-visual) | BRANCH LOCATIONS      |
|  |                       |
|  | AFFILIATED BUSINESSES |
|  |                       |

|   |                      |
|---|----------------------|
| TOTAL ANNUAL SALES VOLUME (most current year)<br>\$ | YEARS IN BUSINESS    |
| WHOLESALE<br>% OF SALES                             | RETAIL<br>% OF SALES |
|   |                      |
|   |                      |

*Initial Order / Purchase Order Must Accompany Account Application*

## ANTICIPATED ATARI ANNUAL PURCHASES

|                       |           |
|-----------------------|-----------|
| VCS<br>\$             | PCS<br>\$ |
| CREDIT LINE REQUESTED |           |



**FINANCIAL INFORMATION****1. PLEASE PROVIDE SIX (6) TRADE REFERENCES.**

|           |           |
|-----------|-----------|
| NAME      | NAME      |
| ADDRESS   | ADDRESS   |
|           |           |
| TELEPHONE | TELEPHONE |
| CONTACT   | CONTACT   |

|           |           |
|-----------|-----------|
| NAME      | NAME      |
| ADDRESS   | ADDRESS   |
|           |           |
| TELEPHONE | TELEPHONE |
| CONTACT   | CONTACT   |

|           |           |
|-----------|-----------|
| NAME      | NAME      |
| ADDRESS   | ADDRESS   |
|           |           |
| TELEPHONE | TELEPHONE |
| CONTACT   | CONTACT   |

**2. BANK INFORMATION**

|              |                                     |
|--------------|-------------------------------------|
| BANK NAME    | BRANCH                              |
| ADDRESS      | ACCOUNT NUMBER                      |
|              | TYPE OF ACCOUNT (checking, savings) |
| BANK CONTACT | TELEPHONE                           |



**FINANCIAL INFORMATION (continued)**

3. ARE THERE ANY PERSONAL OR CORPORATE GUARANTEES IN EFFECT? ☐ YES ☐ NO

(If answer is YES complete questions below.)

|                          |                          |
|--------------------------|--------------------------|
| SECURED PARTY            | SECURED PARTY            |
| AMOUNT OF GUARANTY<br>\$ | AMOUNT OF GUARANTY<br>\$ |
| TYPE OF GUARANTY         | TYPE OF GUARANTY         |
| COLLATERAL PLEDGED       | COLLATERAL PLEDGED       |

4. ARE THERE ANY SECURITY AGREEMENTS OR FINANCING STATEMENTS IN EFFECT? ☐ YES ☐ NO

(If answer is YES complete the questions below.)

|                    |                    |
|--------------------|--------------------|
| SECURED PARTY      | SECURED PARTY      |
| DATE OF EXECUTION  | DATE OF EXECUTION  |
| COLLATERAL PLEDGED | COLLATERAL PLEDGED |

5. PLEASE PROVIDE YOUR MOST CURRENT TWO (2) YEARS FINANCIAL STATEMENTS (BALANCE SHEETS, INCOME STATEMENTS, AND ACCOMPANYING NOTES). THESE DOCUMENTS MAY BE MAILED UNDER CONFIDENTIAL SEPARATE COVER TO:

ATARI CORPORATION CREDIT DEPARTMENT  
CONSUMER DIVISION  
POST OFFICE BOX 427  
SUNNYVALE, CALIFORNIA 94086

PLEASE INDICATE PREFERENCE:  
☐ ENCLOSED ☐ TO BE MAILED

6. PERSONS TO CONTACT IN YOUR FIRM:

|             |           |
|-------------|-----------|
| BUYER       | TELEPHONE |
|             |           |
| A/P MANAGER | TELEPHONE |

"ALL STATEMENTS MADE HEREIN ARE TRUE AND CORRECT TO THE BEST OF OUR KNOWLEDGE. WE AUTHORIZE ATARI CORPORATION TO MAKE ANY AND ALL INQUIRES NECESSARY FOR EVALUATION OF THIS APPLICATION AND WE INDEMNIFY ATARI CORPORATION AND ITS AGENTS FROM ANY AND ALL LIABILITY RESULTING FROM THEIR SURVEY."

|                        |              |
|------------------------|--------------|
| SIGNATURE OF APPLICANT | DATED        |
| TITLE                  | COMPANY NAME |

7. HAVE YOU ENCLOSED YOUR INITIAL ORDER? ☐ YES ☐ NO

**IMPORTANT:** Failure to provide the requested information will result in delay of application being processed.



**REPRESENTATIVE INFORMATION****1. TO BE COMPLETED BY AN ATARI CORPORATION SALES REPRESENTATIVE**

|  |   |
|--|---|
| NUMBER OF YEARS YOU HAVE KNOWN ACCOUNT | HAS ACCOUNT BEEN SOLICATED PREVIOUSLY BY ATARI? |
| IF YES, WHEN?                          | WHY SOLICATED THIS TIME?                        |
|  |   |

**2. OTHER LINES CARRIED**

|                                |  |
|--------------------------------|--|
| NAME AND LOCATION OF SUPPLIERS |  |
|                                |  |
|                                |  |
|                                |  |

|                            |   |
|----------------------------|---|
| SQUARE FOOTAGE OF LOCATION | ESTIMATED COMPETITIVE ANNUAL SALES VOLUME |
| COMPETITOR NAME            | LINE \$                                   |
| COMPETITOR NAME            | LINE \$                                   |
| COMPETITOR NAME            | LINE \$                                   |

|                        |                                  |
|------------------------|----------------------------------|
| NUMBER OF SALESPERSONS | DO THEY PROVIDE PRODUCT SERVICE? |
|------------------------|----------------------------------|

**3. GENERAL COMMENTS (i.e., total operation, importance to Atari, etc.)**

|  |  |
|--|--|
|  |  |
|  |  |
|  |  |
|  |  |

**4. APPROVALS**

UPON COMPLETION MAIL TO:

|                 |      |        |
|-----------------|------|--------|
| REP. FIRM       | DATE | SIGNED |
| REG. SALES MGR. |      |        |
| VCS SALES       |      |        |
| PCS SALES       |      |        |

|  |
|--|
|  |
|--|



## SECURITY AGREEMENT

The undersigned, \_\_\_\_\_

("Debtor"), whose address is \_\_\_\_\_

has and is continuing to purchase personal computers, video games and accessories, and other products ("Product") from Atari Corporation ("Secured Party"), whose address is 1196 Borregas Avenue, Sunnyvale, California 94086. The undersigned desires to grant to Secured Party a security interest in all Product and all cash, accounts receivable, evidences of indebtedness, chattel paper and other proceeds including proceeds of insurance to Debtor arising from the sale, lease, or other disposition of Product (collectively, "Collateral").

### 1. GRANT OF SECURITY INTEREST

Debtor grants to Secured Party a security interest in all Product and Collateral, whether now owned or hereafter acquired, in order to secure the payment of Debtor's present and future obligations to Secured Party arising from Debtor's purchase of Product from Secured Party. If Debtor makes a bona fide sale of the Product, the security interest of Secured Party shall terminate and become a security interest in the Collateral.

### 2. FURTHER ASSURANCES

As long as Debtor is indebted to Secured Party, Debtor agrees to execute and deliver to Secured Party any and all documents that Secured Party may at its discretion require in regard to said security interest. Debtor appoints Secured Party the attorney-in-fact of Debtor to prepare, sign, file or record, for Debtor and in Debtor's name, any financing statements, applications for registration and like papers and take any other action deemed by Secured Party to be necessary in order to perfect the security interest granted herein.

### 3. WARRANTIES AND REPRESENTATIONS

Debtor warrants Secured Party:

- a. Debtor is duly organized and existing in the state of \_\_\_\_\_, which is Debtor's State of incorporation, and execution, delivery, and performance of this Agreement are within Debtor's corporate powers, have been duly authorized, and are not in conflict with law or the terms of any character, by-law, or other incorporation papers, or of any indenture agreement, or undertaking by which Debtor is bound;
- b. Each account receivable and other evidence of indebtedness appearing on Debtor's records is a true and correct statement of a bona fide indebtedness incurred by the named account debtor in the amount of the account receivable for Product sold by Debtor; and
- c. All financial information about the Product and Collateral submitted by Debtor to Secured Party is true and correct.
- d. Debtor's chief executive office to be located at \_\_\_\_\_ and that it has branch offices at \_\_\_\_\_;
- e. All Product will be housed at the following premises which are the premises of the Debtor unless otherwise so designated (County and State). \_\_\_\_\_



## **SECURITY AGREEMENT (continued)**

### **4. COLLECTION BY DEBTOR**

Debtor will collect with diligence all Collateral.

### **5. DEBTOR'S AFFIRMATIVE COVENANTS; INSURANCE**

Debtor will:

- a. Furnish Secured Party with financial statements and information that Secured Party may request, and inform Secured Party immediately on occurrence of a material adverse change in Debtor's financial condition;
- b. Furnish Secured Party, within ninety (90) days after the close of each fiscal year of Debtor, a balance sheet, operating statement and reconciliation of surplus, prepared in accordance with generally accepted accounting principles and certified by an accountant satisfactory to Secured Party;
- c. Permit Secured Party to inspect Debtor's books and records, make contracts thereof and verify Collateral directly with the account Debtors or otherwise, at Debtor's expense;
- d. Promptly notify Secured Party of any attachment or other legal process levied against the Product or Collateral or both, or any information received by Debtor that may in any way affect the rights and remedies of Secured Party;
- e. Reimburse Secured Party within five (5) days after demand for all legal costs, including reasonable attorneys' fees, and other expense incurred in collecting any sums payable by Debtor on Debtor's obligations secured by this Agreement;
- f. Provide, maintain, and deliver to Secured Party policies insuring Product against loss or damage in amounts and with companies that Secured Party may require, with Secured Party as a named insured;
- g. Not remove its chief executive officer or the place where its records concerning the Product and Collateral from their present location(s) without notifying Secured Party in writing at least 30 days in advance;
- h. Not remove Product from Debtor's premises without the prior written consent of Secured Party, except for the sale of Product in the ordinary course of Debtor's business;
- i. Do all acts necessary to maintain, preserve, protect, and keep the Product in good condition and repair.

### **6. COVENANT AGAINST FURTHER ENCUMBRANCES**

Until Debtor's obligations secured under this Agreement have been repaid in full, Debtor shall not sell, except in the ordinary course of Debtor's business, dispose of, or grant a security interest in any of the Product or Collateral other than to Secured Party, or execute any financing statements covering the Product or Collateral in favor of any person other than Secured Party.



## **SECURITY AGREEMENT (continued)**

### **7. DEFAULT AND ACCELERATION**

Should:

- a. Default be made by Debtor in the payment of its obligations to Secured Party or breach be made by Debtor of any representation, warranty, covenant, or other term contained in or secured by this Agreement;
- b. Any statement of Debtor made for the purpose of obtaining credit under this Agreement prove false;
- c. Secured Party deem the Collateral inadequate or the Product in danger of misuse;
- d. Debtor become insolvent or make an assignment for the benefit of creditors;
- e. Any proceeding be commenced by or against Debtor under any bankruptcy, reorganization or similar proceeding;
- f. Any writ of attachment, garnishment, execution, or other legal process be issued against any property of Debtor; or
- g. Any assessment for delinquent taxes against Debtor be made; then all obligations secured by this Agreement shall immediately become due and payable without demand or notice to Debtor.

### **8. RIGHTS ON DEFAULT**

On the occurrence of an event specified in Paragraph 7, Secured Party has the rights and remedies of a secured party under California's Commercial Code, in addition to the rights and remedies provided in this Agreement and the right to require Debtor to assemble the Product and Collateral and make it available to Secured Party.

### **9. GOVERNING LAW: CHOICE OF FORUM**

This Agreement is entered into in the State of California and shall be construed and interpreted under and for all purposes governed in accordance with the laws of said State. Debtor agrees that action brought under this Agreement shall be brought in Santa Clara County, California.

### **10. SEVERABILITY**

In the event any provisions of this Agreement is held to be unenforceable, all the remaining provisions hereof shall be fully effective.

### **11. JOINT AND SEVERAL LIABILITY**

All of the obligations of the several entities collectively referred to herein as Debtor shall be joint and several.

### **12. ENTIRE AGREEMENT**

This Agreement, the documents relating to the sale of Product by Secured Party to Debtor and related guarantee agreements contain the entire Agreement between the parties respecting the subject matter hereof, and may be modified only in writing signed by the party to be charged.



**SECURITY AGREEMENT (continued)**

**13. WAIVER**

No waiver by Secured Party of any default by Debtor hereunder shall operate as a waiver of any other default or of the same default on any future occasion.

**14. SUCCESSORS**

This Agreement shall bind the parties and their heirs, successors and assigns.

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**DEBTOR:**

\_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

**SECURED PARTY:**

Atari Corporation

By: \_\_\_\_\_

Title: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_





## PERSONAL CREDIT INFORMATION APPLICATION

DATE 

For use in addition to standard Atari Open Account Application. Use the following spaces for each principal's personal credit and bank references, showing name, address, and account number. Attach financial statements for each principal.

|  |               |                   |   |               |                   |
|--|---------------|-------------------|---|---------------|-------------------|
| BUSINESS NAME  |               |                   | Does your business <input type="checkbox"/> Own or <input type="checkbox"/> Rent the business location?<br>Mortgage holder or landlord name and address:<br><br><input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Proprietorship |               |                   |
| BUSINESS ADDRESS   |               |                   |   |               |                   |
|  |               |                   |   |               |                   |
| SHIP TO NAME   |               |                   | PREVIOUS BUSINESS NAME  |               |                   |
| ADDRESS IF DIFFERENT FROM ABOVE  |               |                   | ADDRESS   |               |                   |
|  |               |                   |   |               |                   |
| PRINCIPAL'S NAME   |               |                   | TYPE OF BUSINESS  |               |                   |
| PRINCIPAL'S RESIDENCE <input type="checkbox"/> OWN <input type="checkbox"/> RENT |               |                   | HOW LONG IN OPERATION?  |               |                   |
|  |               |                   | IS PRINCIPAL ACTIVE IN BUSINESS <input type="checkbox"/> YES <input type="checkbox"/> NO  |               |                   |
| SOCIAL SECURITY NUMBER   |               |                   | IF NO ABOVE, DESCRIBE CURRENT EMPLOYMENT  |               |                   |
| SPOUSE'S NAME  |               |                   |   |               |                   |
| SPOUSE'S SOCIAL SECURITY NUMBER  |               |                   |   |               |                   |
| CREDIT REFERENCES  |               |                   | CREDIT REFERENCES   |               |                   |
| ACCOUNT NAME   |               |                   | ACCOUNT NAME  |               |                   |
| ADDRESS  |               |                   | ADDRESS   |               |                   |
| ACCOUNT NO.  | BALANCE OWING | PAYMENT PER MONTH | ACCOUNT NO.   | BALANCE OWING | PAYMENT PER MONTH |
| ACCOUNT NAME   |               |                   | ACCOUNT NAME  |               |                   |
| ADDRESS  |               |                   | ADDRESS   |               |                   |
| ACCOUNT NO.  | BALANCE OWING | PAYMENT PER MONTH | ACCOUNT NO.   | BALANCE OWING | PAYMENT PER MONTH |
| ACCOUNT NAME   |               |                   | ACCOUNT NAME  |               |                   |
| ADDRESS  |               |                   | ADDRESS   |               |                   |
| ACCOUNT NO.  | BALANCE OWING | PAYMENT PER MONTH | ACCOUNT NO.   | BALANCE OWING | PAYMENT PER MONTH |
| ACCOUNT NAME   |               |                   | ACCOUNT NAME  |               |                   |
| ADDRESS  |               |                   | ADDRESS   |               |                   |
| ACCOUNT NO.  | BALANCE OWING | PAYMENT PER MONTH | ACCOUNT NO.   | BALANCE OWING | PAYMENT PER MONTH |
| ACCOUNT NAME   |               |                   | ACCOUNT NAME  |               |                   |
| ADDRESS  |               |                   | ADDRESS   |               |                   |
| ACCOUNT NO.  | BALANCE OWING | PAYMENT PER MONTH | ACCOUNT NO.   | BALANCE OWING | PAYMENT PER MONTH |
| APPLICANT SIGNATURE  |               |                   | DATE  |               |                   |

I AUTHORIZE YOU OR ANY ASSIGNEE TO MAKE INQUIRIES NECESSARY AND APPROPRIATE FOR EVALUATING OR REVIEWING THE CREDIT REQUESTED.



## CORPORATE GUARANTY AGREEMENT

THIS AGREEMENT is entered into as of \_\_\_\_\_  
among ATARI CORP., a Nevada corporation ("Atari"), \_\_\_\_\_

a \_\_\_\_\_ corporation ("Obligor") and \_\_\_\_\_

(the "Guarantor") (Atari, Obligor, and Guarantor are sometimes hereinafter referred to collectively as the "Parties") which Parties hereby agree as follows:

### 1. Guaranty Agreement.

1.1 For value received, receipt of which is hereby acknowledged, Guarantor hereby unconditionally and absolutely guarantees and promises to pay on demand any and all indebtedness of Obligor or Guarantor to Atari (the "Indebtedness") whether now existing or hereinafter incurred and any extensions, renewals or modifications thereof. The word "Indebtedness" is used here in its most comprehensive sense and includes any and all advances, debts, obligations, and liabilities of Obligor or Guarantor or any one or more of them, however or whenever arising, whether due or not due, absolute or contingent, liquidated or unliquidated, determined or undetermined, and whether Obligor and/or Guarantor may be liable individually or jointly with others, or whether recovery upon such obligation may or hereafter become otherwise unenforceable.

1.2 This is a continuing guaranty relating to any Indebtedness of Obligor and/or Guarantor, including that arising under successive transactions which shall either continue the Indebtedness or from time to time renew it after it has been performed/satisfied. Any payment by Obligor and/or Guarantor shall not reduce their maximum obligation hereunder unless a written agreement by the Parties to that effect is executed prior to the time of such payment.

1.3 Guarantor agrees that the obligations of Guarantor hereunder are independent of the obligations of Obligor and that a separate action or actions may be brought or prosecuted against Guarantor, whether or not Obligor is joined in any such action or actions, and without notices to or demand on \_\_\_\_\_

1.4 Guarantor waives any right to require Atari to (a) proceed against Obligor, (b) proceed against or exhaust any security held from Obligor; or (c) pursue any other remedy in Atari's power whatsoever. Guarantor waives any defense arising by reason of any disability or other defense of Obligor or by reason of the cessation from any cause whatsoever of the liability of Obligor. Until such time as all of the Indebtedness of Obligor to Atari shall have been fully paid, Guarantor shall have no right or subrogation, and waive any right to enforce any remedy which Atari now has or may hereafter have against Obligor, and waive any benefit of, and any right to participate in, any security now or hereafter held by Atari. Guarantor waives all presentments, demands for performance, notices of non-performance, notice of protest, notices of dishonor and notices of acceptance of this guaranty and of the Indebtedness.



## Agreement – Page 2 Continued

1.5 Guarantor hereby authorizes Atari, without notice or demand and without in any way affecting Guarantor's liability hereunder, from time to time to (a) renew, compromise, extend, accelerate, or otherwise change the terms of the Indebtedness or Obligor or any part thereof, including an increase or decrease of the rate of interest; (b) take and hold security for the performance of this guaranty or the payment of the Indebtedness, and exchange, enforce, waive and release any such security; and (c) apply such security and direct the order or manner of sale thereof as Atari in its sole discretion may determine; and (d) release or substitute any one or more of Guarantors.

1.6 Atari may without notice assign this guaranty in whole or in part.

1.7 Guarantor agrees to pay, in addition to the Indebtedness guaranteed hereunder, any and all legal fees, costs and other expenses paid or incurred by Atari in the collection of the Indebtedness, in the realization upon any security for the Indebtedness, or in the enforcement of this Agreement.

1.8 In addition to all liens upon, and rights of setoff against the moneys, securities, or other property of Guarantor given to Atari by law, Atari shall have a lien upon and a right of setoff against all moneys, securities, and other property of Guarantor now or hereafter in the possession of Atari, whether held in a general or special account, or for safekeeping or otherwise; and every such lien and right of setoff may be exercised without demand upon or notice to Guarantor. No lien or right of setoff shall be deemed to have been waived by any act or conduct on the part of Atari, or by any neglect to exercise such right of setoff or to enforce such lien, or by any delay in so doing; and every right of setoff and lien shall continue in full force and effect until such right of setoff or lien is specifically waived or released by an instrument in writing executed by Atari.

1.9 Any Indebtedness of Obligor now or hereafter held by Guarantor is hereby subordinated to any Indebtedness of Obligor to Atari, and such Indebtedness of Obligor to the Guarantor if Atari so requests shall be collected, enforced, and received by Guarantor as trustees for Atari and held as security for performance of the obligation of Obligor to Atari but without reducing or affecting in any manner the liability of Guarantor under the other provisions of this guaranty. Additionally, any and all Indebtedness of the Guarantor (including any Indebtedness which is guaranteed by the Guarantor) incurred subsequent to this date shall be and hereby is subordinated to the guaranty and all related obligations of Guarantor hereunder.

2.0 This Agreement contains the entire Agreement between the Parties concerning the subject matter hereof, and no amendment or modification hereof shall be binding except if made in writing and signed by all of the Parties.

3.0 The Guarantor agrees to pay reasonable attorney's fees and all other costs and expenses which may be incurred by Atari in the enforcement of this Agreement.

4.0 This Agreement has been made and entered into in, and shall be governed by and in accordance with the laws of the State of California.

5.0 All rights and obligations of Atari hereunder shall inure to the benefit of and bind its successors and assigns, and all rights and obligations of Obligor and Guarantor hereunder shall inure to the benefit of and bind their respective successors, heirs, and assigns.



## Agreement – Page 3 Continued

IN WITNESS WHEREOF, this Guaranty Agreement has been executed and delivered this

\_\_\_\_\_ day of \_\_\_\_\_

OBLIGOR

ATARI CORP.

By \_\_\_\_\_

By \_\_\_\_\_

Title \_\_\_\_\_

Title \_\_\_\_\_

GUARANTOR

By \_\_\_\_\_

Title \_\_\_\_\_

### RESOLUTION OF

RESOLVED, that the officers of this corporation, and each of them, are hereby authorized and directed to execute on behalf of this corporation any security agreement, guarantees, financing statements and any other similar documents as may be required by ATARI CORP. to create and perfect a security interest in favor of ATARI CORP. in connection with this corporation, and its affiliates and subsidiaries purchases of products from ATARI CORP.

### CERTIFICATE OF SECRETARY

The undersigned, being the secretary of this corporation, hereby certifies that the foregoing is a full, true and correct copy of the Resolution passed by the Board of Directors of this corporation identical with the original Resolution which is on file and on record on the books of this corporation and further certifies that said Resolution is in full force and effect and is not subject to revocation.

DATED: \_\_\_\_\_

\_\_\_\_\_  
CORPORATE SECRETARY





## **SPECIALTY DEALER PROGRAM**

Authorized Computer Specialty Dealers shall provide their customers with an "over the counter" whole unit exchange during the warranty period.

Each Dealer is responsible for providing service on those products sold through the dealership. (The dealership is not obligated to service products sold elsewhere.)

Each computer Specialty Dealer will receive a monthly Return Material Authorization (RMA) for any product found defective under this program (shipped by Atari after October 3, 1987).

Atari will fully support each Dealer's post warrant service requirements with the following:

- Spare Parts Kits (ST and XE Lines).
- Diagnostic/Confidence Tests.
- Dealer Service Training (ST and XE Lines).
- Cost effective "whole unit" and subassembly Exchange Program.
- Technical Product Documentation.
- Access to proprietary parts.
- Ongoing Technical Support thru:
  - Telephone.
  - On Line BBS System.
  - Dealer Service Alerts.
  - Technical Advise Notices (TANs).

All we require is that you have, at each retail location, a Spare Parts and Diagnostic Kit along and at least one person capable of using it.

To become a part of the growing number of ATARI Independent Computer Specialty Service Centers, complete the Service Application (attached) and forward along with your Purchase Order.

Atari is committed to supporting ALL its products at the Dealer level as well as the End-User level. There is a solution for any problem and we will not allow any Service Issue to go unresolved, Period.

For more details of the program see the attached.





Page 1 of 2  
October 3, 1987

Dear Prospective ATARI Independent Service Center:

Enclosed please find the forms that you must to complete and return to ATARI to be considered as either an:

ATARI Independent Service Center (ISC) or  
ATARI Independent Computer Specialty Service Center (ICSSC).

PLEASE READ AND COMPLETE THE DOCUMENTS IN THIS PACKAGE CAREFULLY.

You must return the following to Atari:

1. Two (2) copies of the signed Agreement & Appointment.
2. One (1) copy of Exhibit B, Computer Service Center Application, with pictures.
3. Your signed Purchase Order and check for required, (ST or ST and XE), Diagnostic(s)/Service Repair Parts Kit(s). (Please note there is no cash discount on parts orders.)

You should retain all other EXHIBITS for your records.

If you wish to become an ATARI ICSSC (1040ST Dealer) you must read and complete the following EXHIBITS:

|           |  |
|-----------|--|
| Exhibit B | Computer Service Center Application      |
| Exhibit C | CPS Sales Policy                         |
| Exhibit F | Terms                                    |
| Exhibit G | Requirements/Qualifications (ICSSC only) |

If you wish to become an ATARI ISC (not including 1040ST) you must read and complete the following EXHIBITS:

|           |   |
|-----------|---|
| Exhibit A | Qualifications for Independent Service Centers (ISC only) |
| Exhibit B | Computer Service Center Application                       |
| Exhibit C | CPS Sales Policy  |
| Exhibit F | Terms   |

In addition, upon completion of the required EXHIBITS, you must complete in duplicate (do not xerox), the Agreement & Appointment contract as follows:

- A. On the first line, enter your legal company name as the ISC/ICSSC.
- B. Enter, on second line, class of Service Center you are applying for (either ISC or ICSSC).
- C. Enter the required EXHIBITS listed (above) and the date of each EXHIBIT (from lower lefthand corner of EXHIBIT).



**Examples For Agreement & Appointment Contract**

| ISC            | ICSSC          |
|----------------|----------------|
| Exhibit A 3/86 | Exhibit B 3/86 |
| Exhibit B 3/86 | Exhibit C 3/86 |
| Exhibit C 3/86 | Exhibit F 3/86 |
| Exhibit F 3/86 | Exhibit B 3/86 |
| None           | None           |

NOTE: Please make sure that you have the correct list of EXHIBITS on both copies and that the dates are correct.

- D. Enter your trade name (if different from Company name).
- E. All documents must be signed by an officer/principal of the company.
- F. Enter that person's title.
- G. Enter the date the Agreement was signed.

The Part Numbers for Service Parts/Doc. Kits are as follows:

|              |  |             |
|--------------|--|-------------|
| C026287      | 'ST' Diagnostic & Documentation Kit      | \$ 175.00   |
| CA026289-001 | 'ST' Service Repair Parts Kit            | \$1500.00   |
|              | ONE TIME OPENING ORDER SERVICE ALLOWANCE | \$ 900.00 * |
|              | FOR A NET COST OF ST KITS                | \$ 775.00   |
| CA026291-001 | 'XE' Diagnostic & Documentation Kit      | \$ 125.00   |
| CA026290-001 | 'XE' Service Repair Parts Kit            | \$ 275.00   |
|              | ONE TIME OPENING ORDER SERVICE ALLOWANCE | \$ 75.00 *  |
|              | FOR A NET COST OF XE KITS                | \$ 325.00   |

\*This discount may only be taken once, on your initial order.

If there are any questions please contact your ATARI Factory Representative or Distributor for assistance.



W. R. Hain  
Technical Services Manager



## AGREEMENT & APPOINTMENT

This Agreement is between ATARI (U.S.) Corp. (ATARI) and

\_\_\_\_\_ (ISC/ICSSC).

We the ISC/ICSSC apply to become an

\_\_\_\_\_ ,

and have read and/or completed the EXHIBITS listed below: (The Package)

|               |             |
|---------------|-------------|
| Exhibit _____ | Dated _____ |
| Exhibit _____ | Dated _____ |
| Exhibit _____ | Dated _____ |
| Exhibit _____ | Dated _____ |
| Exhibit _____ | Dated _____ |

Your signature on this page signifies your acceptance of the terms and conditions in this package and you warrant that the information you have provided on the questionnaire(s) is accurate.

ATARI will review the information in the questionnaire and, upon approval, will sign and return one copy of the Agreement/Appointment. This Agreement/Appointment shall not be effective until it has been signed by ATARI and returned to you.

Company Name: \_\_\_\_\_ (ISC/ICSSC)

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

ATARI (U.S.) Corp.

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_





## **INDEPENDENT SERVICE CENTER (ISC)**

To insure that all ATARI Independent Service Centers (ISC) are capable of servicing their ATARI customers, there are certain qualifications that must be met. Listed below are the criteria by which ATARI ISC applications are evaluated.

### **REQUIREMENTS OF AND QUALIFICATIONS FOR AN ATARI INDEPENDENT SERVICE CENTER**

1. All ISC's are required to service all of their ATARI Customers.
2. Subcontracting of repairs is not allowed.
3. Each ISC must have a minimum of one (1) full time technician, per retail location, trained and experienced in digital electronics, with the capability of repairing products with a minimum customer down time, typically 24 hours.
4. Each ISC shall, at all times, maintain an adequate parts and/or sub-assembly inventory, governed by their customer and product base.
5. All ISC's should have an Oscilloscope, a Volt meter (DVM), Frequency counter, and all other necessary tools and equipment for the repair of the ATARI products serviced by that Center.
6. Each product repaired must be Tested and "Burned-in" as suggested by ATARI.
7. The applicants must have and maintain a good credit record. This will be determined upon review of the completed credit application.

My Service Center meets all of the above qualifications and I wish to enter into the ATARI ISC Program.



**ATARI COMPUTER SERVICE CENTER APPLICATION**

Company Name: \_\_\_\_\_

Name of proposed ATARI Service Center (if different from Company name):  
\_\_\_\_\_

Owner's Name: \_\_\_\_\_ Telephone: (\_\_\_\_) \_\_\_\_\_

Service Manager's Name: \_\_\_\_\_ Telephone: (\_\_\_\_) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Sales Tax Exemption Certificate Number: \_\_\_\_\_

Federal I.D. Number: \_\_\_\_\_

Main Service Location: \_\_\_\_\_

State Service License Number: \_\_\_\_\_

ATARI products you are currently authorized to service:

Current ICSSC No. \_\_\_\_\_ Current ISC No. \_\_\_\_\_

- I. PERSONNEL: How many service technicians do you employ? \_\_\_\_\_ Full-Time  
\_\_\_\_\_ Part-Time

Enclose brief resume for each technician, listing education/training/experience.

a. Technician I Name: \_\_\_\_\_

Resume: \_\_\_\_\_  
\_\_\_\_\_

b. Technician II Name: \_\_\_\_\_

Resume: \_\_\_\_\_  
\_\_\_\_\_

c. Technician III Name: \_\_\_\_\_

Resume: \_\_\_\_\_  
\_\_\_\_\_

d. Technician IV Name: \_\_\_\_\_

Resume: \_\_\_\_\_  
\_\_\_\_\_

e. Technician V Name: \_\_\_\_\_

Resume: \_\_\_\_\_  
\_\_\_\_\_



II. GENERAL: How long has your store been in existence? \_\_\_\_\_

Describe service history and types of products serviced: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

III. OTHER LOCATIONS: List all additional sites other than the one listed above.

Service Persons' Name: \_\_\_\_\_ Phone No. (    ) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Service Persons' Name: \_\_\_\_\_ Phone No. (    ) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

(Additional space is provided on the back of this form)

IV. Is your service center a store-front facility?    Yes ☐    No ☐

If not, explain: \_\_\_\_\_

**SUBMIT PHOTOGRAPHS OF STORE FRONT AND MAJOR TECHNICAL WORK AREA(S). (SEE PAGE 4.)**

Describe size of each service facility and test equipment: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

V. STORE HOURS: (Specify days and time of day store is open for business)

\_\_\_\_\_

\_\_\_\_\_

VI. What geographic area do you service (i.e., metro areas, cities, counties)?

\_\_\_\_\_

\_\_\_\_\_

VII. What retailers do you service? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**VIII.** For what other manufacturers are you an authorized service center? (Provide copy of certificate)(s):

\_\_\_\_\_  
\_\_\_\_\_

**IX.** What brand name products do you sell? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**X.** REFERENCES: Name of Bank: \_\_\_\_\_ Phone No. ( ) \_\_\_\_\_

Branch and Address: \_\_\_\_\_

Business Account Number: \_\_\_\_\_

D & B Rating: \_\_\_\_\_ Other Ratings: \_\_\_\_\_

**XI. STATUS:**

Are you currently an ATARI Retail sales outlet? YES \_\_\_\_\_ NO \_\_\_\_\_

Are you a Distributor outlet for ATARI products? YES \_\_\_\_\_ NO \_\_\_\_\_

Are you providing your own service on ATARI products? YES \_\_\_\_\_ NO \_\_\_\_\_

Are you sub-contracting service on ATARI products? YES \_\_\_\_\_ NO \_\_\_\_\_

If the answer to the last question is YES, please complete the following:

Business Name of company to provide service: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone No. ( ) \_\_\_\_\_ Contact: \_\_\_\_\_

\*Submit copy of contract between Distributor/Dealer and Contractor.

**XII.** Name of your Distributor: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone No. ( ) \_\_\_\_\_

**XIII.** Name of your ATARI REPRESENTATIVE: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone No. ( ) \_\_\_\_\_

Signature (ICSSC) \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_



**ATTACH**

**PHOTO  
of  
STORE FRONT**

**ATTACH**

**PHOTO  
of  
MAJOR TECHNICAL  
WORK AREA**





**ATARI (US) CORP. -CPS  
SALES POLICY  
EFFECTIVE 1 APRIL 1986**

**PLACING ORDERS:**

Purchase orders must be in writing and include:

- ISC/ICSSC Account Number
  - Purchase Order Number
  - Ship To/Bill To Information
  - Part Number of Items Ordered
  - Description of Items Ordered
  - Cost
  - Customer Signature
- All of the above information is REQUIRED. Any order Received without being complete will be returned to the ISC/ICSSC.
  - C.W.O. (check with order) parts orders are to be mailed in with a check (or money order) attached and must meet a minimum of \$50.00. Any order below the \$50.00 minimum will be subject to a \$25.00 handling fee.
  - Orders for parts against approved credit terms must meet a minimum of \$100.00 and may be combined with orders for finished goods products.
  - Backorders will be shipped when back in stock or may be canceled with 10 days notice.
  - Each parts order must meet minimum quantity requirements or multiples thereof as specified on the price list.

**Mail Cash With Order to:**

ATARI (U.S.) CORP. -CPS  
1196 Borregas Avenue  
Sunnyvale, CA 94086  
Attn: Parts Sales Department

**Mail Credit Orders to:**

ATARI (U.S.) CORP.  
1196 Borregas Avenue  
Sunnyvale, CA 94086  
Attn: Sales Department

**PAYMENT TERMS: (Parts orders)**

Cash With Order (C.W.O.) or  
Credit Terms: Net 30, upon credit approval only.

**FREIGHT:**

ATARI will ship freight F.O.B. shipping point. Atari will insure freight at \$5.00 per pound on common carriers for the benefit of the Dealer and for the Dealers account. Any additional insurance coverage required by Dealer should be stated on P.O. and paid by Dealer.



## **ATARI –CPS SALES POLICIES (Continued)**

### **PARTS RETURNS:**

Component part returns must be authorized by ATARI (US) CORP.–CPS in advance.

ATARI will authorize the return of defective or misshipped parts only.

Request for Return Authorization must be in writing and mailed to:

ATARI (U.S.) CORP. –CPS  
390 Caribbean Drive  
Sunnyvale, CA 94089  
Attn: Parts Return Authorization

Request must include:

- Part number and Quantity of parts to be returned.
- Reason for return (e.g., defective, misshipment).
- Customer Account Number.
- ATARI Sales Order or Invoice Number upon which they were shipped.

Note: Defective parts must be claimed within 10 days of shipment, and are subject to ATARI's inspection and concurrence that the defect was present upon shipment and not caused by the service center.

Upon Authorization, ATARI will issue an RMA number and labels which are to be attached to the parts returned.

Send parts to the following address; freight prepaid:

ATARI (U.S.) CORP. –CPS  
390 Caribbean Drive  
Sunnyvale, CA 94089  
Attn: Parts Returns

Minimum return is \$25.00 (except misshipment).

For defective parts, at ATARI's discretion, you will be issued credit or be shipped freight prepaid identical replacement product.





## **TERMS**

ATARI hereby grants and you (ISC/ICSSD) hereby accept appointment as an ATARI Independent Computer Specialty Service Center.

ISC/ICSSC acknowledges that as an ISC/ICSSC it will receive confidential and proprietary information of ATARI. ISC/ICSSC agrees to hold such ATARI information in confidence and use such information solely for the purposes contemplated by this Agreement.

ISC/ICSSC is an independent contractor and shall not hold itself out as an agent or representative of ATARI. ISC/ICSSC shall indemnify, defend, and hold ATARI harmless against any claims of third parties against ATARI resulting from an act or omission of ISC/ICSSC.

This Agreement may be terminated at any time by either ATARI or ISC/ICSSC, with or without cause, effective thirty (30) days after receipt of written termination notice.

Any legal action arising under this Agreement must be in the courts of Santa Clara County, California, if in state court or in the Northern District of California, if in federal court. The parties hereto agree to submit to the jurisdiction of said courts. This Agreement will be governed by California law as such laws are applied to contracts made and to be performed entirely within California.





## **INDEPENDENT COMPUTER SPECIALTY SERVICE DEALER ( ICSSD )**

To insure that all ATARI Independent Computer Specialty Service Centers (ICSSC) are capable of servicing their ATARI customers, there are certain qualifications that must be met. Listed below are the criteria by which ATARI ICSSC applications are evaluated.

### **REQUIREMENTS OF AND QUALIFICATIONS FOR AN ATARI INDEPENDENT SPECIALTY SERVICE CENTER**

1. All ICSSC's must also be an authorized Service Center and are required to service all of their ATARI Customers.
2. Subcontracting of repairs is not allowed.
3. Each ICSSC must have a minimum of one (1) full time technician, per retail location, trained and experienced in digital electronics, with the capability of repairing products with a minimum customer down time, typically 24 hours.
4. Each ICSSC must purchase, with their initial 'ST' and/or 'XE' Product order, the basic Diagnostic and Parts Kit for that product line. In addition they shall, at all time maintain an adequate parts and/or sub-assembly inventory, governed by their installed base of product.
5. All ICSSC's should have an Oscilloscope, a Volt meter (DVM), Frequency counter, and all other necessary tools and equipment for the repair of the ATARI products sold by that Dealer.
6. Each product repaired must be Tested and "Burned-in" as suggested by ATARI.
7. Each ATARI ICSSC must provide any warranty service required by his customer. If, for any reason, his customer must have warranty work performed by ATARI, the ICSSD will pay an amount equal to the current "Out-of-Warranty" exchange price for that product less 20%.
8. The applicants must have and maintain a good credit record. This will be determined upon review of the completed credit application.

My Service Center meets all of the above qualifications and I wish to enter into the ATARI ICSSC Program.



# **ATARI** COMPUTER **PROMOTIONS**

What a year it's going to be for you and Atari!!

New programs for extra profits! New products for new customers! And an entirely new advertising campaign on the national level to announce these new products. Watch for it this fall!

Shown here are the promotional programs that are good through September 30, 1989. Whether your customers want STs, MEGAs, DTP systems, or software, we've got the promo prices and the very aggressive advertising allowances you need.

Details of each program are included. Please call and review them with your Atari District Sales Manager or Rep group as soon as possible.

## ***BACK TO SCHOOL PROGRAM #1***

**4 Atari 1040ST Color Systems**

**2 Atari 520STFM CPUs**

**And get 2 FREE Monochrome Monitors!**

*Plus... 5 % co-op allowance DFI and 4 % cash discount with order DFI*

|                                  |           |
|----------------------------------|-----------|
| Suggested Retail:                | \$6399.70 |
| Regular Dealer Cost:             | \$4545.00 |
| Promotional Package Cost:        | \$4290.00 |
| Co-op & Cash Discount Allowance: | \$377.52  |

|                                      |                  |
|--------------------------------------|------------------|
| <b>Net Total Cost of Package #1:</b> | <b>\$3912.48</b> |
| <b>Total Savings on Package #1:</b>  | <b>\$632.52</b>  |

**Your final NET cost per system:**

|                             |                 |
|-----------------------------|-----------------|
| <b>1040ST Color System:</b> | <b>\$772.92</b> |
| <b>520ST Mono System:</b>   | <b>\$410.40</b> |

## ***BACK TO SCHOOL PROGRAM #2***

**8 Atari 1040ST Color Systems**

**4 Atari 520STFM CPUs**

**And get 4 FREE Monochrome Monitors!**

*Plus 5 % co-op allowance DFI and 4 % cash discount with order DFI*

*Plus...Plus... an additional 5 % co-op allowance DFI on the 8 1040ST systems.*

|                                  |            |
|----------------------------------|------------|
| Suggested Retail:                | \$12799.40 |
| Regular Dealer Cost:             | \$9090.00  |
| Promotional Package Cost:        | \$8580.00  |
| Co-op & Cash Discount Allowance: | \$1080.48  |

|                                      |                  |
|--------------------------------------|------------------|
| <b>Net Total Cost of Package #2:</b> | <b>\$7499.52</b> |
| <b>Total Savings on Package #2:</b>  | <b>\$1590.48</b> |

**Your final NET cost per system:**

|                             |                 |
|-----------------------------|-----------------|
| <b>1040ST Color System:</b> | <b>\$732.24</b> |
| <b>520ST Mono System:</b>   | <b>\$410.40</b> |





## ***GRADUATE PROGRAM #1\****

### **4 MEGA4 CPUs with Monochrome Monitors**

*Plus... 10 % co-op allowance DFI and 3 % cash discount with order DFI*

|                                  |           |
|----------------------------------|-----------|
| Suggested Retail:                | \$9599.80 |
| Regular Dealer Cost:             | \$6240.00 |
| Co-op & Cash Discount Allowance: | \$792.48  |

|                                       |                  |
|---------------------------------------|------------------|
| <b>Net Total Cost of Graduate #1:</b> | <b>\$5447.52</b> |
| <b>Total Savings on Graduate #1:</b>  | <b>\$792.48</b>  |

**Your final NET cost per system:**

|                                  |                  |
|----------------------------------|------------------|
| <b>MEGA 4 Monochrome System:</b> | <b>\$1361.88</b> |
|----------------------------------|------------------|

## ***GRADUATE PROGRAM #2\****

### **4 MEGA4 CPUs with Color Monitors**

*Plus... 10 % co-op allowance DFI and 3 % cash discount with order DFI*

|                                  |            |
|----------------------------------|------------|
| Suggested Retail:                | \$10399.80 |
| Regular Dealer Cost:             | \$6830.00  |
| Co-op & Cash Discount Allowance: | \$867.40   |

|                                   |                  |
|-----------------------------------|------------------|
| <b>Net Total Cost of Package:</b> | <b>\$5962.60</b> |
| <b>Total Savings on Package:</b>  | <b>\$867.40</b>  |

**Your final NET cost per system:**

|                             |                  |
|-----------------------------|------------------|
| <b>MEGA 4 Color System:</b> | <b>\$1490.65</b> |
|-----------------------------|------------------|

## ***THE DEAN'S LIST\****

### **2 MEGA4 CPUs**

**2 SLM804-PCV PostScript-Compatible Laser Printers**

**2 UltraScript Font Packages (TP8802)**

**2 MEGAFILE 30 Hard Drives**

*Plus... 5 % co-op allowance with order DFI*

|                           |            |
|---------------------------|------------|
| Suggested Retail:         | \$10789.80 |
| Regular Dealer Cost:      | \$7239.00  |
| Promotional Package Cost: | \$5969.42  |
| Co-op Allowance:          | \$298.47   |

|                                   |                  |
|-----------------------------------|------------------|
| <b>Net Total Cost of Package:</b> | <b>\$5670.95</b> |
| <b>Total Savings on Package:</b>  | <b>\$1568.05</b> |

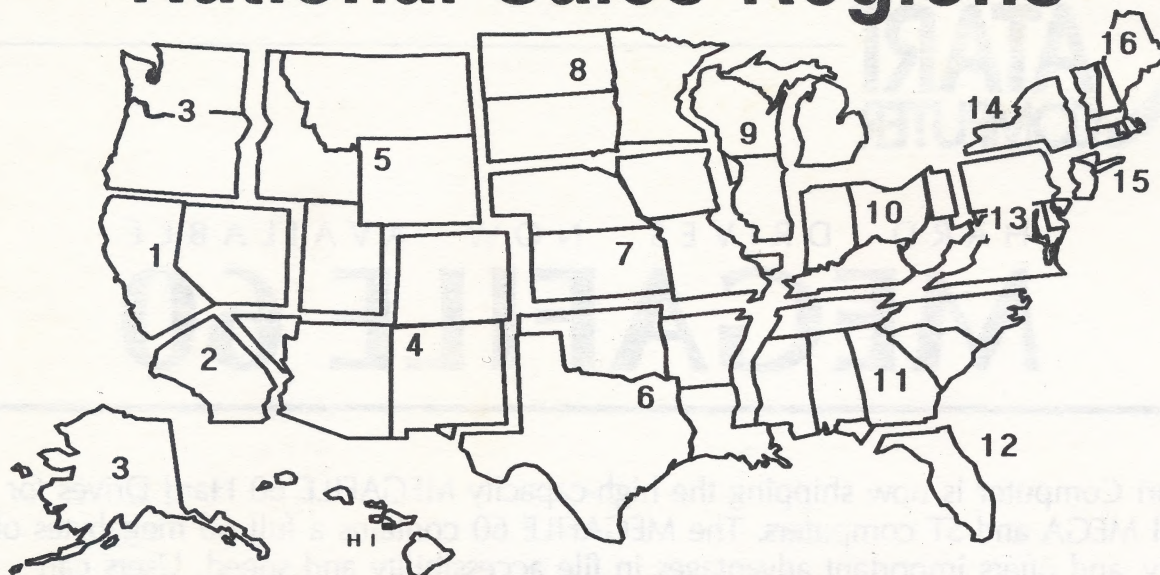
**Your final NET cost per system:**

|                        |                  |
|------------------------|------------------|
| <b>The DTP System:</b> | <b>\$2835.48</b> |
|------------------------|------------------|

**\* FOR BCC AND MIDI/MEGA DEALERS ONLY**



# National Sales Regions



## Western Region

Kent Hjerpe  
Western Regional Mgr.  
803 West Toledo  
Chandler, AZ 85224  
(602) 821-5106  
FAX (602) 899-7632

**1 north CA, north NV**  
Vicky Marlow (R16B)  
11959 Prospect Hill Drive  
Gold River, CA 95670  
(916) 635-7895

**2 southern CA**  
Wayne Smith (R22)  
635 Coldbrook Place  
Simi Valley, CA 93065  
(805) 582-0686  
FAX (805) 584-6841

**3 OR, WA, AK**  
Tony Storino (R15)  
Moore Company  
1 Produce Row,  
P.O. Box 4564  
Portland, OR 97208-4564  
(503) 234-5000  
FAX (503) 238-1603

**4 southern NV, AZ, NM,  
CO, TX (El Paso only)**  
Wayne Lieneman (R14A)  
1520 E. Williams Street  
Tempe, AZ 85281  
(602) 921-9929

**5 UT, ID, WY, MT**  
Stan Schreyer  
Schreyer Associates (R13)  
2797 So. Main Street  
Salt Lake City, UT 84115  
(801) 483-1331  
FAX (801) 483-1713

**6 TX, LA, OK, AR**  
Bob Lakin  
Hamilton & Associates  
4413 Spring Cypress Road  
Spring, TX 77388  
(713) 353-6691  
FAX (713) 288-8570

**Hawaii**  
Roy Tai  
Impact Marketing  
2938 Valena Street  
Honolulu, HI 96819  
(808) 845-2248  
FAX (808) 841-0974

## Central Region

**7 NB, KS, MO, IA,  
IL (Peoria and south)**  
OPEN

**8 ND, SD, MN**  
OPEN

**9 IA (Quad Cities only),  
WI, IL (north of Peoria)**  
Jerry Gust  
GB Marketing  
1495 Busch Parkway  
Buffalo Grove, IL 60089  
(312) 520-4008  
FAX (312) 520-7905

**MI**  
Chris Moon  
39111 West Six Mile Road  
Livonia, MI 48152  
(313) 591-1762

**10 OH**  
Neil Vivian  
west PA, WV  
Doreen Needham  
Incom Marketing (R08)  
2945 Donnylane Blvd.  
Columbus, OH 43220  
(614) 766-4474  
FAX (614) 766-5056  
**OH, east KY**  
Greg Cooper  
303 Bedford Glen Lane  
Cincinnati, OH 45246  
(513) 772-6523  
**IN, west KY**  
David Horton  
780 Morse Landing Drive  
Cicero, IN 46304  
(317) 984-9584

## Eastern Region

**11 TN, MS, AL, SC, NC,  
GA, FL (Panhandle only)**  
Scott Barker, Bob Shumaker  
BSA (R26)  
P.O. Box 16477  
1200 Woodruff Road, #C5  
Greenville, SC 29607  
(803) 297-7020  
FAX (803) 234-7875

**12 central & north FL  
(except Panhandle)**  
Kate Fagan  
Integrated Marketing  
146 Second St. North, #201  
St. Petersburg, FL 33701  
(813) 895-1388  
**south FL**  
Jeff Posey  
(305) 429-0585

**13 VA, MD, DC**  
Gene Horn  
E.L. Horn & Assoc.  
Executive Office Ctr, #320  
2101 E. Jefferson Street  
Rockville, MD 20852  
(301) 230-1411  
FAX (301) 881-4809  
**east PA, DE, south NJ**  
David Sherman  
347 Cherry Street  
Reading, PA 19602  
(215) 372-5556  
FAX (215) 372-5691

**14 NY (Upstate)**  
OPEN

**15 north NJ, metro NY**  
Richard Janczak (R01B)  
210 Ridge Road  
Watchung, NJ 07060  
(201) 753-6335

**16 ME, VT, NH, MA, RI, CT**  
Betsy Piper (R23)  
Tech Plus  
35 Marsh Road  
Needham, MA 02192  
(617) 449-5429





HARD DRIVES NOW AVAILABLE

# MEGAFILE 60

---

Atari Computer is now shipping the high-capacity MEGAFILE 60 Hard Drives for use with all MEGA and ST computers. The MEGAFILE 60 contains a full 60 megabytes of memory, and offers important advantages in file accessibility and speed. Users can increase their productivity by storing even larger amounts of data on a single hard drive.

Like all Atari hard drives, the MEGAFILE 60 uses the DMA port for high speed data transfer. Up to four MEGAFILE hard drives can be connected to a single CPU. Users can rely on the MEGAFILE 60 for safe and convenient large-capacity data storage.

Dealer Cost

**\$675<sup>00</sup>**

Suggested List

**\$999<sup>95</sup>**

Minimum order: Case pack 2

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### Technical Specifications

Formatted Storage Capacity: 65,495,040 bytes

Average Access Time: 28 ms average

Data Transfer Speed: 7.5 megabits per second

Latency Time: 8.33 ms

Data Format: RLL

Dimensions: 2.75H X 13.4W X 13.4D inches

Weight: 9.4 pounds

---

### Atari Computer

1196 Borregas Avenue

Sunnyvale, CA 94088

Phone (408) 745-2000

FAX (408) 745-2088



## THE BOOKSTORE

### SLM804-PCV PostScript-Compatible Laser Printers UltraScript Font Packages (TP8802)

|                                     |                  |
|-------------------------------------|------------------|
| Suggested Retail:                   | \$2224.95        |
| Regular Dealer Cost:                | \$1450.00        |
| <b>Promotional Final Net Cost:</b>  | <b>\$1200.00</b> |
| <b>Total Savings on the bundle:</b> | <b>\$250.00</b>  |

### SLM804- Laser Printers

|   |                 |
|---|-----------------|
| Suggested Retail:                         | \$1995.00       |
| Regular Dealer Cost:                      | \$1300.00       |
| Promotional Final Net Cost:               | \$1075.00       |
| <b>Total Savings on 2 Laser Printers:</b> | <b>\$270.00</b> |

Minimum printer order is 2 units. Laser printers may be mixed.

### MEGAFILE 30 Hard Drives BUY TWO, GET ONE FREE!

|   |                 |
|---|-----------------|
| Suggested Retail:                           | \$899.00        |
| Regular Dealer Cost:                        | \$560.00        |
| <b>Promotional Final Net Cost Per Unit:</b> | <b>\$373.33</b> |
| <b>Total Savings on 3 Hard Drives:</b>      | <b>\$560.01</b> |

### SF-314 Double-Sided Floppy Disk Drive BUY THREE, GET ONE FREE!

|   |                 |
|---|-----------------|
| Suggested Retail:                           | \$299.95        |
| Regular Dealer Cost:                        | \$180.00        |
| <b>Promotional Final Net Cost Per Unit:</b> | <b>\$135.00</b> |
| <b>Total Savings on 4 Floppy Drives:</b>    | <b>\$180.00</b> |

### SX212 300/1200 Baud MODEM BUY FIVE GET ONE FREE!

|   |                |
|---|----------------|
| Suggested Retail:                           | \$99.95        |
| Regular Dealer Cost:                        | \$71.00        |
| <b>Promotional Final Net Cost Per Unit:</b> | <b>\$59.17</b> |
| <b>Total Savings on 6 Modems:</b>           | <b>\$71.00</b> |

### Qualifying Conditions

Effective August 28, 1989 to September 30, 1989. Any Atari Computer Retail Dealer is eligible for this offer.

1. Dealer's account must be current.
2. Proof of performance is required on advertising, and ads must be placed by 11/01/89.
3. Ads must be Atari only and feature the Atari logo.
4. Orders will only be accepted on products that are shippable during the promotional period.
5. Single shipments only, no scheduled orders.
6. All promotions good while supplies last.
7. Total order must be paid in advance in order to qualify for cash discount.
8. Flooring orders do not qualify for cash discount.
9. Product purchased outside of these packages will be billed at regular dealer cost.
10. All term orders subject to credit approval.





## BACK TO SCHOOL SOFTWARE BUNDLES

6 PACK QUANTITIES ONLY

### EDUCATIONAL PACK 1

DS5089 Magical Math II, DS5090 Magical Math III  
DS5092 Memory Master, DS5093 Memory Master II, DS5094 Alphabet Tutor, DS5097 Equation Builder

|  |                 |
|--|-----------------|
| Suggested Retail:                          | \$29.95 each    |
| Regular Dealer Cost:                       | \$16.50 each    |
| <b>Promotional Bundle Cost:</b>            | <b>\$30.00</b>  |
| <b>Total Savings on the bundle:</b>        | <b>\$69.00</b>  |
| <b>TOTAL BUNDLE COST</b> (36 pieces total) | <b>\$180.00</b> |

### EDUCATIONAL PACK 2

DS5059 Algebra I Vol. 1, DS5061 Algebra II Vol. 1, DS5062 Algebra II Vol. 2  
DS5068 Biology Vol. 1, DS5074 Physics Vol. 1, DS5073 Chemistry Vol. 2, DS5066 Statistics

|  |                 |
|--|-----------------|
| Suggested Retail:                          | \$29.95 each    |
| Regular Dealer Cost:                       | \$16.50 each    |
| <b>Promotional Bundle Cost:</b>            | <b>\$35.00</b>  |
| <b>Total Savings on the bundle:</b>        | <b>\$80.50</b>  |
| <b>TOTAL BUNDLE COST</b> (42 pieces total) | <b>\$210.00</b> |

### EDUCATIONAL PACK 3

DS5063 Algebra II, DS5065 Geometry Vol. 2  
DS5070 Biology Vol. 3, DS5075 Physics Vol. 2, DS5007 Home Planetarium

|  |                 |
|--|-----------------|
| Suggested Retail:                          | \$29.95 each    |
| Home Planetarium Suggested Retail:         | \$49.95 each    |
| Regular Dealer Cost:                       | \$16.50 each    |
| Home Planetarium Regular Dealer Cost:      | \$27.50 each    |
| <b>Promotional Bundle Cost:</b>            | <b>\$25.00</b>  |
| <b>Total Savings on the bundle:</b>        | <b>\$68.50</b>  |
| <b>TOTAL BUNDLE COST</b> (30 pieces total) | <b>\$150.00</b> |

### ENTERTAINMENT PACK

DS5019 Star Raiders, DS5020 Battle Zone, DS5058 Moon Patrol  
DS5027 Neochrome, DS5079 Robotron, DS5080 Crack'ed, DS5045 Crystal Castles

|  |                 |
|--|-----------------|
| Suggested Retail:                          | \$29.95 each    |
| Regular Dealer Cost:                       | \$16.50 each    |
| <b>Promotional Bundle Cost:</b>            | <b>\$35.00</b>  |
| <b>Total Savings on the bundle:</b>        | <b>\$80.50</b>  |
| <b>TOTAL BUNDLE COST</b> (42 pieces total) | <b>\$210.00</b> |

### VARIETY PACK

DS5052 Microsoft Write, DS5007 Home Planetarium, DS5061 Algebra II Vol. 1, DS5074 Physics Vol. 1,  
DS5068 Biology Vol. 1, DS5019 Star Raiders, DS5027 Neochrome, DS5079 Robotron, DS5105 General Store

|  |                 |
|--|-----------------|
| Suggested Retail:                          | \$29.95 each    |
| Microsoft Write Suggested Retail:          | \$129.95 each   |
| Home Planetarium Suggested Retail:         | \$49.95 each    |
| Regular Dealer Cost:                       | \$16.50 each    |
| Microsoft Write Dealer Cost:               | \$71.50 each    |
| Home Planetarium Dealer Cost:              | \$27.50 each    |
| <b>Promotional Bundle Cost:</b>            | <b>\$85.00</b>  |
| <b>Total Savings on the bundle:</b>        | <b>\$129.50</b> |
| <b>TOTAL BUNDLE COST</b> (54 pieces total) | <b>\$510.00</b> |

All promotional dealer costs shown are NET. The 2% defective allowance is included.